T25 work out

Dear Isabelle,

I think that you should not purchase the t25 workout program for the following reasons.

To begin, I have examined the program advertisement and I have analyzed the explicit and implicit messages. Firstly, T25 guarantees to give you a 1hour result in 25 minutes. This is only if you spend 25 minutes every day and do the exactly the same exercises they do in this program, but you can’t guarantees yourself if you really are going to have 25 minutes for this program every day and do the same exercise as they do . Secondly, they make you believe that losing weight makes you happy by showing people sad when they are big and they are super happy when they are skinny. In real life you could be big and really happy and be skinny and not happy at all. After all these messages are used to persuade people to purchase this product.

Next, I have studied the persuasive techniques used in this “infomercial”. Firstly, there is testimonial used in this advertisement. They have Shaun T the expert of this program who appears often in the advertisement to make you believe that this program really works. Secondly, there is lot of repetition in this infomercial, they showed many people being big and sad and then suddenly after using this program they are really skinny and happy. They often use the words like I had this many pounds and then after working out with this program they lose lots of Weight. These are the persuasive techniques used more often in this “infomercial” to make people believe that this program really works.

To end, I know that there are many discussions regarding different body shapes and sizes. Firstly, the human body never stays the same. Your body will always have changes through the ages. Secondly, you don’t need to be motivated to work out only after purchasing this kind of program. If you are really motivate yourself you will not spend so much money on this program. Definitely T25 it’s not the perfect solution you don’t need to spend money for happiness as well.

I hope that you take my advice to ignore this product!

Sincerely,

Stellon Fernando